Harmonized Rights Management for Multi-DRM Video Services

Verimatrix MultiRights™
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The Challenge
As video content becomes more diverse and ubiquitous, today’s pay-TV operators must adapt their services to rising subscriber expectations. Operators are therefore increasingly targeting multiple screens, i.e. TVs, PCs and various mobile devices, in their attempts to offer competitive services and reach the widest possible audience, anywhere and anytime. Service convergence has become a market-driven imperative representing an upside opportunity for innovative service providers to expand revenues and differentiate service offerings.

Maximizing the monetization of content across a multi-network, multi-screen delivery environment comes with several challenges: when the operator wants to reach beyond its managed network to various types of mobile devices, including over-the-top (OTT) video streaming delivery, the issue of multiple and vertical Digital Rights Management (DRM) systems arises. Examples of common as well as emerging DRM systems:

- PlayReady DRM by Microsoft, and Microsoft Silverlight DRM “powered by PlayReady”
- Marlin DRM for broadband, adopted by Open IPTV Forum, Ultraviolet (DECE) and YouView (UK)
- AACS (Advanced Access Content System), supported by all Blu-ray players
- Open Mobile Alliance (OMA) DRM, with focus on mobile devices.

The real business challenge is for operators to eliminate the distribution and consumption silos that often frustrate consumers and nudge them towards alternative sources. Therefore, the service provider needs to enable support for native DRM systems on the devices that they wish to provide services for, and to provide the user with a completely transparent consumption experience.

Verimatrix has devised a solution for these multi-platform challenges, called MultiRights™, providing DRM and content consumption transparency across networks and devices.

The Solution: Verimatrix MultiRights
Verimatrix MultiRights is a component within the third-generation Video Content Authority System, VCAS™. MultiRights brings CE devices with embedded, non-Verimatrix clients under the VCAS unified revenue security umbrella together with other subscriber devices already incorporating Verimatrix ViewRight® clients. The goal is not “DRM unification” as much as user rights unification to enable transparent content consumption for the end-users.
The MultiRights framework allows for the inclusion of any third-party DRM scheme and client devices under the VCAS umbrella for complete end-to-end management of revenue security. MultiRights provides server-side support for secure content distribution to STBs, PCs, and off-the-shelf CE and mobile devices, when equipped with compatible media players and native DRM clients.

The MultiRights framework within VCAS provides:

- Single content authority and services management across devices and networks that provides unified treatment of DRM formats and protection regimes.

- The VCAS Operator Management Interface (OMI), which provides a single VCAS integration point for customer care, billing and middleware systems through a set of content, device and entitlement management interfaces. OMI enables VCAS domain-based business models for multi-screen digital TV services by providing homogenous subscriber and rights management for heterogeneous networks and devices: DVB, IPTV, Internet TV/OTT, and hybrid combinations thereof.

- Extended VCAS content ingestion, applying one or more DRMs in a single content ingest step while harmonizing the applied license rights across the DRM schemes.

- Multiple DRM-specific license servers to handle requests from a variety of device types. The rights requests from different device agents are arbitrated by common VCAS application logic to harmonize entitlement.

- An evolution path for current VCAS for IPTV and DVB operators to offer converged services on otherwise heterogeneous networks, while also extending the online/offline content security regime for CE devices.

The MultiRights goal for the end-users is a completely transparent subscriber experience in a multi-vendor universe. The architecture enables MultiRights processed files to be transparently consumed on CE devices that include third-party DRM clients.
Key Partnerships

The Verimatrix business strategy includes building and sustaining a network of strategic alliances with a broad range of the most significant pay-TV technology providers and CE manufacturers. These relationships, which emphasize seamless technology integration, ease of operation and extended value, enable Verimatrix to offer pre-integrated best-of-breed solutions to our customers and their users. The range of established partnerships is very wide and includes companies that offer products and services such as content aggregation, system integration, video processing, VOD servers, subscriber management and middleware systems, connected TVs, set-top boxes, and mobile devices.

The first MultiRights implementations provide support for:

- Microsoft PlayReady DRM.
- Marlin DRM for Broadband as adopted by the Open IPTV Forum, YouView (a.k.a. Project Canvas, UK) and Ultraviolet (DECE).
- Blu-ray BD-Live streaming to Blu-ray players.

Other DRM targets for MultiRights integrations will be based on commercial demand.

The MultiRights components in the VCAS head-end will differ somewhat depending on the specific DRM for which support is provided. For more details on each implementation, please contact Verimatrix.

Verimatrix - Beyond Content Protection to Revenue Security

Verimatrix specializes in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe. The award-winning and independently audited Verimatrix Video Content Authority System (VCAS™) and ViewRight® solutions offer an innovative approach for cable, satellite, terrestrial, IPTV and OTT operators to cost-effectively extend their networks and enable new business models. As the established trend setter in cardless security solutions, the company has leveraged its innovative 3-Dimensional Security approach to provide a harmonized rights platform for premium content delivery to a range of devices over new hybrid network combinations. Maintaining close relationships with major studios, broadcasters, industry organizations and featuring an unmatched partner ecosystem enables Verimatrix to provide a unique perspective on digital TV business issues beyond content security as operators seek to deliver compelling new services.

- 3-Dimensional Security architecture for TV Everywhere applications
- Harmonized multi-network rights management across broadcast, streaming and file-based applications
- Market leading cardless security technology for broadcast and IP networks
- Enhanced HTTP Live Streaming (HLS) security
- Integrated MultiRights PlayReady License Server
- Cross-DRM device and domain entitlement management—VCAS Super Domains
- Verimatrix ViewRight ONE multi-network embedded security client libraries
- Layered security regimes with rapid response and renewability options
- Video watermarking solutions for user-specific forensic tracking
- Award-winning and independently audited telco grade technology
- Most widely deployed system among tier 1 telecommunications operators globally